



SecureChat: Streamlining Customer Support

Client: Securitas

Team MNM

Sagar Mhatre

Apoorva Nagesh

Veena Mahesh





Client Overview

Let's start with some context.

Securitas or Stanley security provides security solutions

- for **small & large businesses, communities, individual homes, etc.**
- Is achieved by **leasing security systems, and providing remote monitoring of their customer's spaces.**



Project Overview

Currently,

- All Customer Service is handled through **voice calls**.
- **Voice-call based Remote assistance support** is provided.
- Hard to **comprehend problem related information** over a call.
- **Service Van is deployed** if the problem cannot be resolved through the voice call.
- The **cost in terms of time and money** to resolve these issues are **high**



Proposed **Client Goal**

Designing a “**video customer support platform**” to “**facilitate remote assistance**” for the service teams in Securitas.



Our Process





Problem **Exploration**





Competitor Analysis

Analysed 11 competitors

○ Alerts through System

○ Video Documentation/
Knowledge Base

○ AI-based system
recognition for
Automated Product
Search

○ Flexibility in
Scheduling Calls

○ Omni-platform Presence

○ Analytics Reporting

○ Screen Sharing with
Co-browse

○ Internal Agent Training



Callrail Analysis

Analysed 100+ calls

○ Network issues

○ Constant re-verification of authentication for every reroute of call

○ Long wait times

○ Difficulty in understanding instructions

○ Manual process of noting down ticket number after issue resolved

○ No option to remotely troubleshoot issues

○ Incorrect call rerouting

○ Confusion while responding to IVR



Interview Analysis

Analysed 2 interviews

○ Different levels of users
(payment plans)

○ Process of connecting
customer to dispatcher is
cumbersome

○ 85% - 90% of the times
when customers call
regarding follow up on
tickets, it is not possible to
get a hold of the dispatcher

○ Less technicians, so
backlog in tickets

○ Remote control available
only for fire alarms and
Burglary department

○ Busy/Unavailability of
Dispatchers

○ TAC agents primarily
handle technical
assistance calls

○ Inclined towards
video/image based
troubleshooting solutions



“

How might we design a potential customer service platform, that **increases remote assistance** use-cases, and **reduces load on service dispatch team.**

”

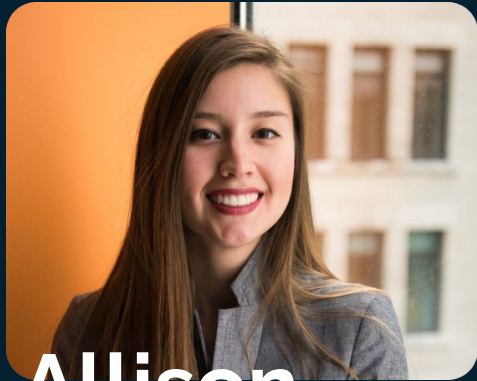


Data Analysis



Persona 1

The Customer



Allison.

30 Years Old

Business Professional

Punctual, less time

“My fire alarm has been beeping, I **do not know** how this thing works, but I need **assistance immediately, UGH!**”

- A really really tired Allison

Key Goal

Wants to **solve issues** with her security system so that she can **quickly** get back to her work

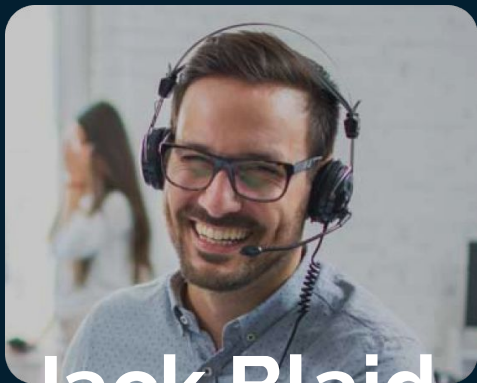
Frustrations

- Long Wait Times
- Unclear Instructions
- Network Issues at Site
- Doesn't understand Technical Vocabulary



Persona 2

The Agent



Jack Blaid

42 Years Old

Tech Professional

Enthusiastic, Social

“I try to **triage** on customer’s problems by asking questions, to give **accurate instructions** within the **shortest** call duration.”

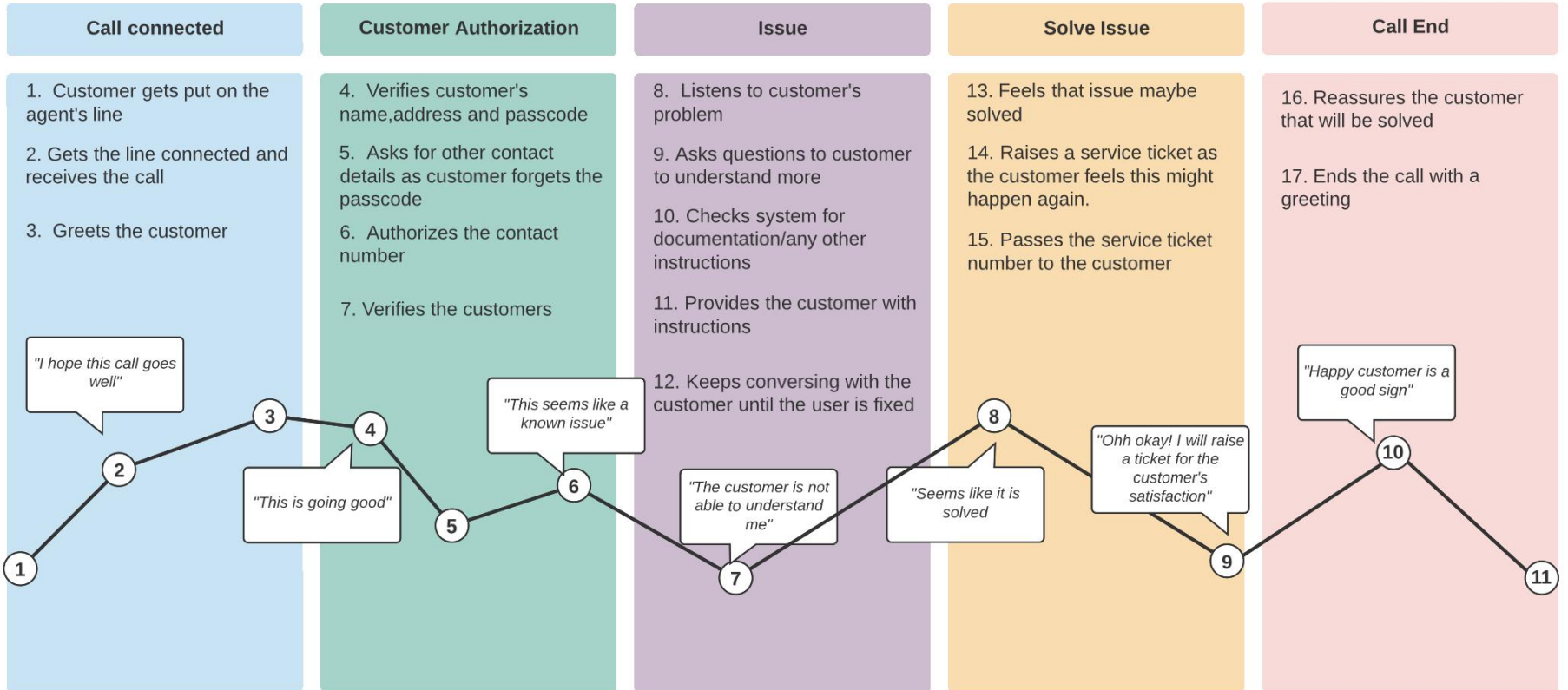
- *Enthusiastic Jack*

Key Goal

Identify customer’s problems **accurately** and try to solve them over the call **to save unneeded service dispatch.**

Frustrations

- Customer doesn’t understand what instructions he is giving
- Unable to understand customer’s problems on phone





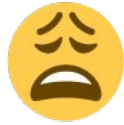
What are “We” trying to solve?

- **Shortage** of manual labor.
- **High costs** associated with deploying a service van.
- **Limited** remote assistance.
- **Long Resolution Time** for Minor Issues.
- **Inefficiencies** in solving problems through voice based calls.

Identified Pain Points



Call routing inaccuracies



Long wait times with agent



Lack of direct contact



Delayed response from service dispatch



Inefficient ticket generation



Root-cause analysis

All the research data points us to a **common root cause**: a **communication gap between the customer and support team**. This gap is caused by the **lack of a visual aid** or tool during customer interactions, leading to **miscommunication and longer resolution times**. Addressing this gap by providing a visual aid can improve the support experience and reduce costs associated with manual labor and on-site visits.

AI-based system
recognition for
Automated Product
Search



Root-cause analysis

All the research data points us to a **common root cause**:

- a communication gap between the customer and support team
- caused by *lack of a visual aid* during customer interactions, leading to *miscommunication and longer resolution times*.



Root-cause analysis

All the research data points us to a **common root cause**:

- a communication gap between the customer and support team
- caused by *lack of a visual aid* during customer interactions, leading to *miscommunication and longer resolution times*.

We are addressing this gap **by providing a visual aid can improve the support experience and reduce costs** associated with manual labor and on-site visits.



Ideation & Design





Client Constraints

- Client constraints included **limited resources** to implement AI or machine learning solutions.
- The client **preferred** a **simple and easily** implementable solution.
- The client **did not want** a solution that relied on a **pre-made knowledge database**.

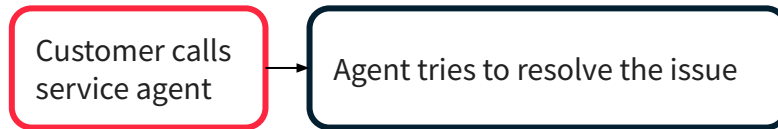


Current Scenario

Customer calls
service agent

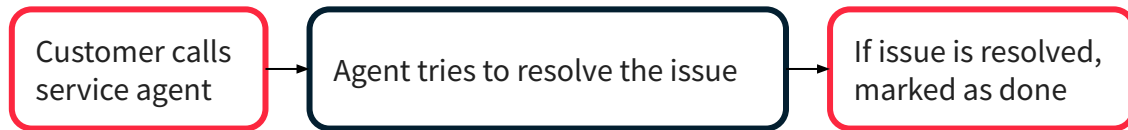


Current Scenario



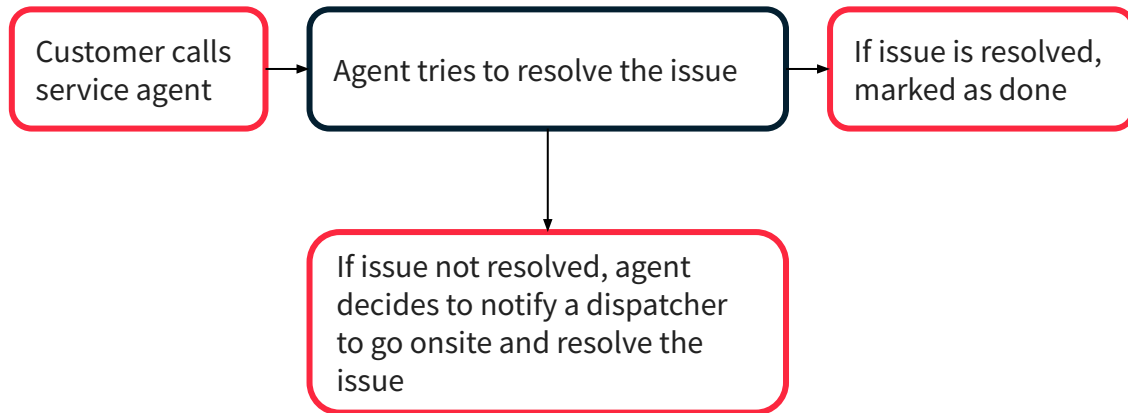


Current Scenario





Current Scenario





Project Solution

Customer calls
service agent



Project Solution

Customer calls
service agent



Agent decides if the use of
image is required or not



Project Solution

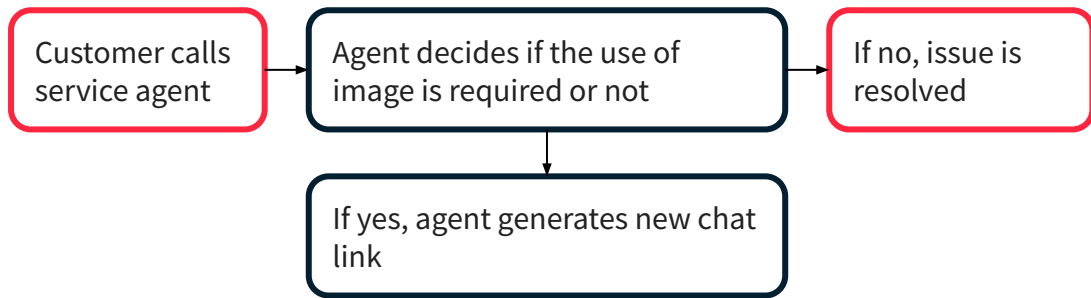
Customer calls
service agent

Agent decides if the use of
image is required or not

If no, issue is
resolved

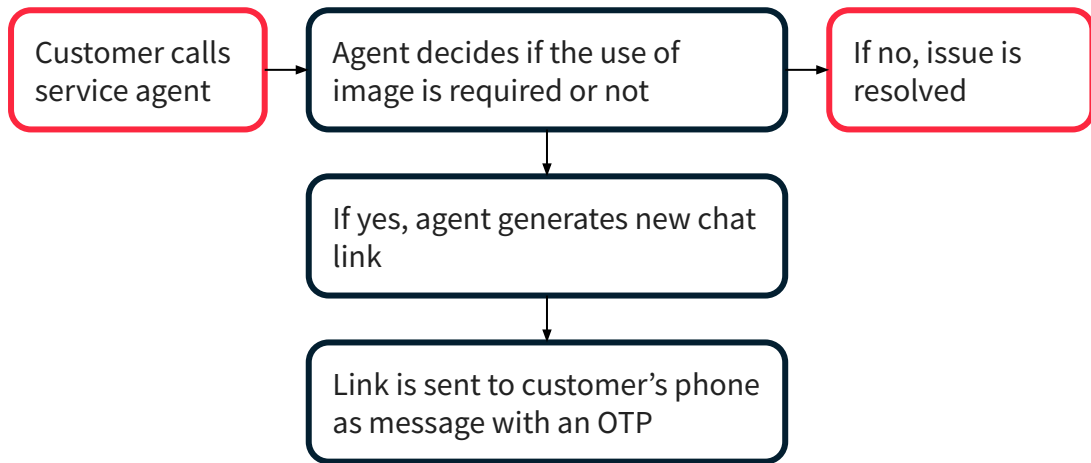


Project Solution



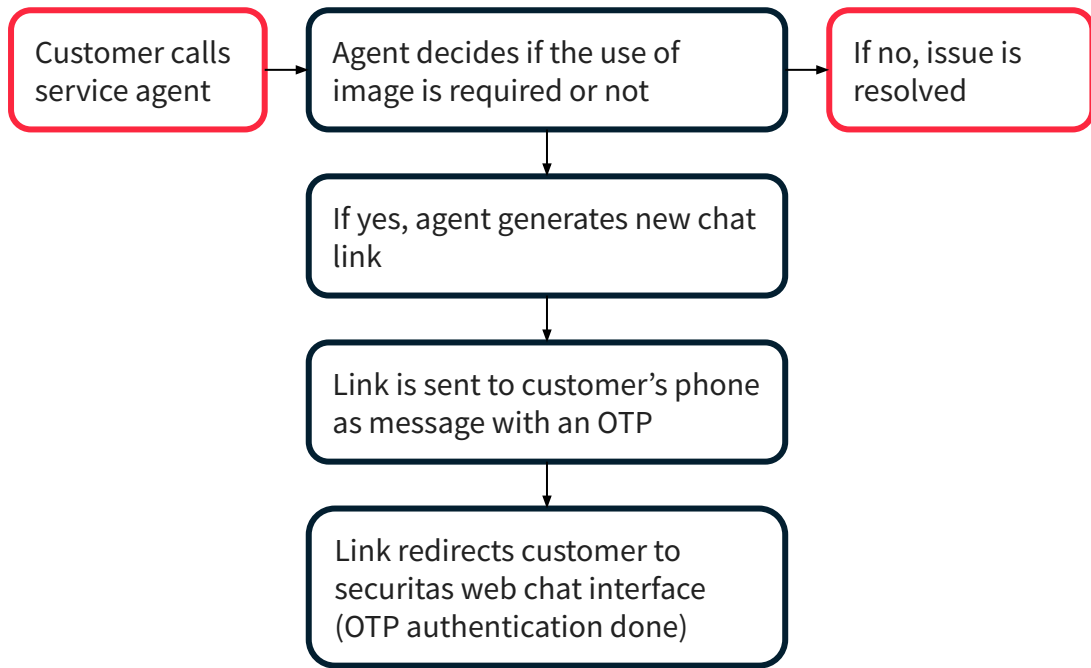


Project Solution



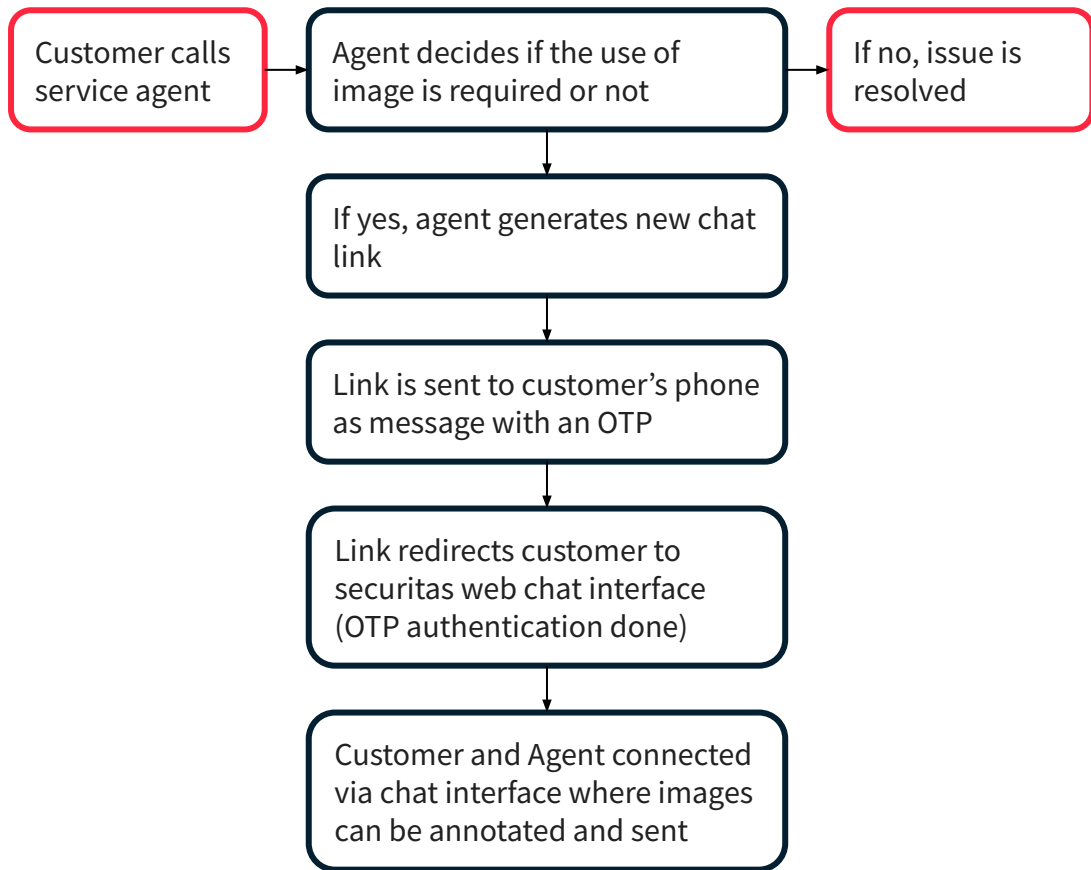


Project Solution



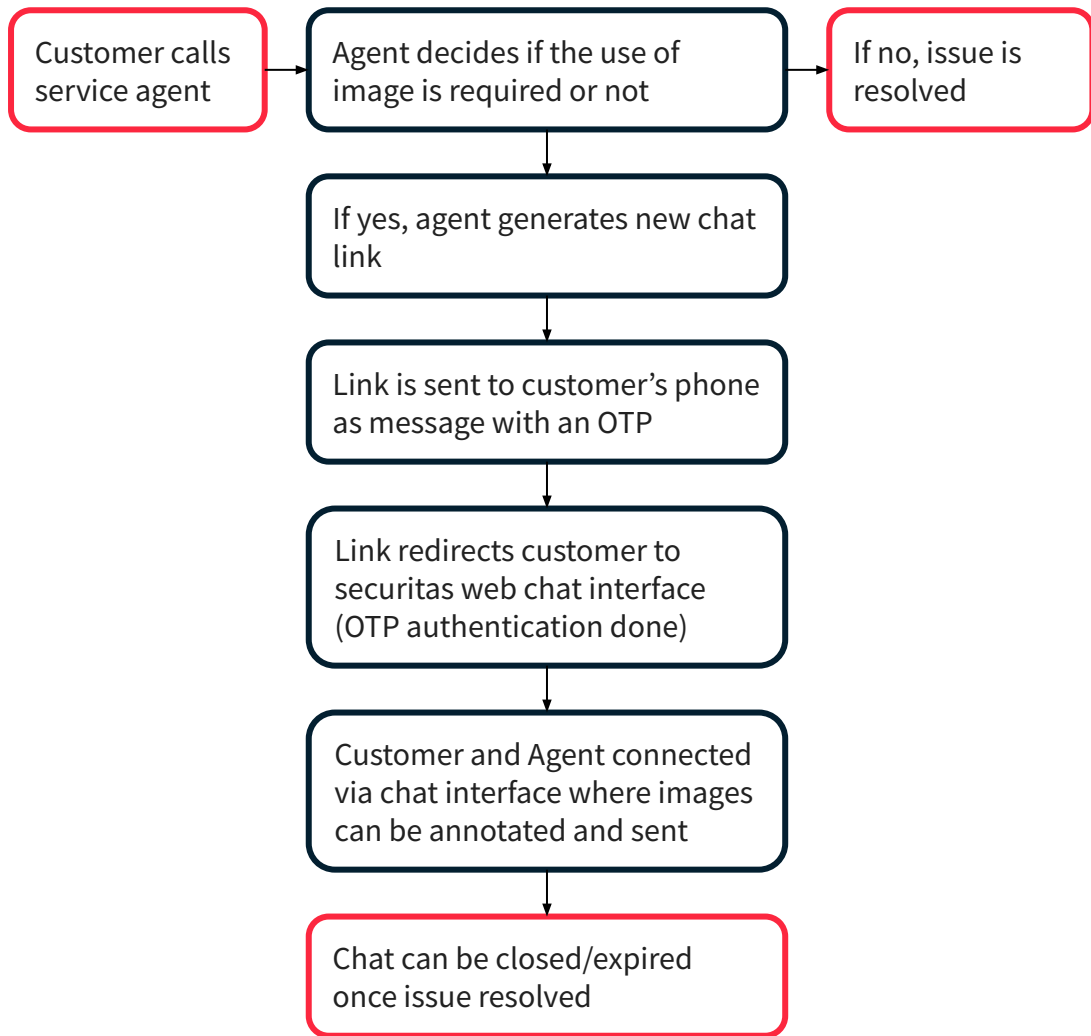


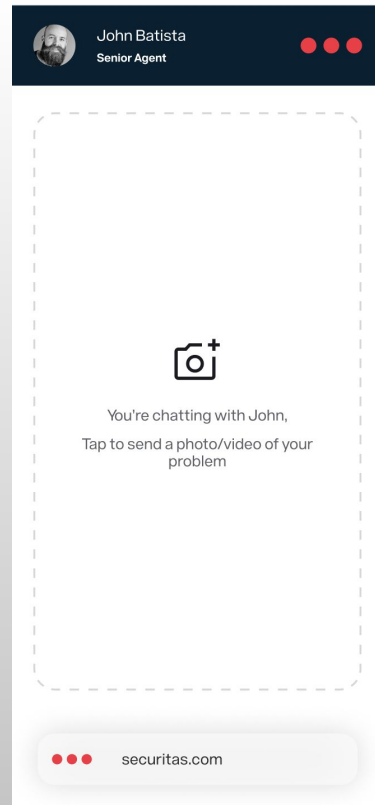
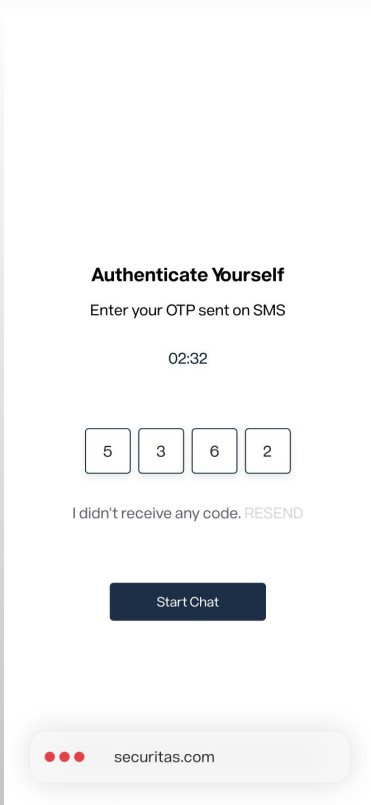
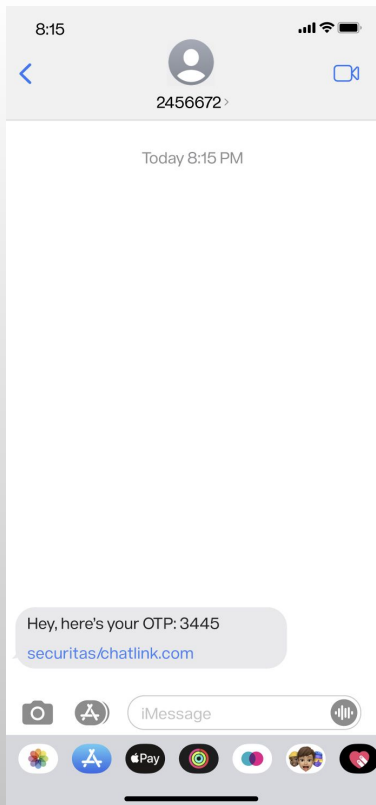
Project Solution



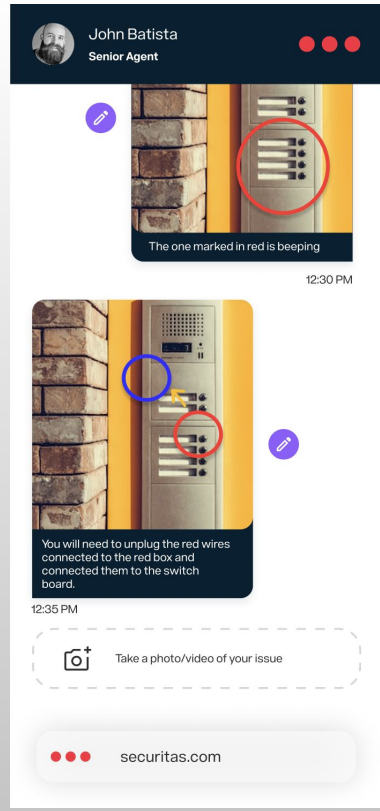
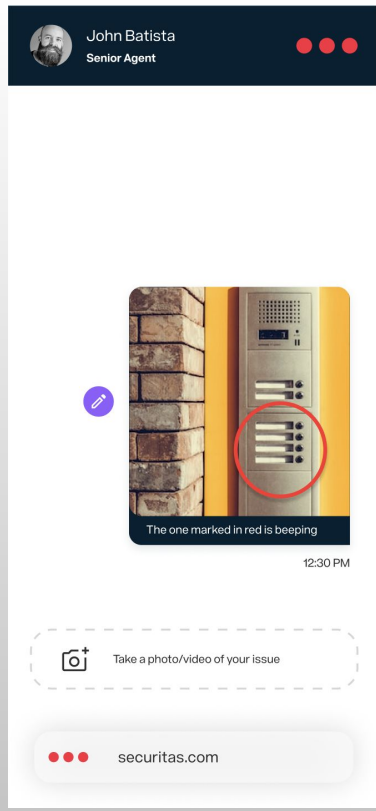
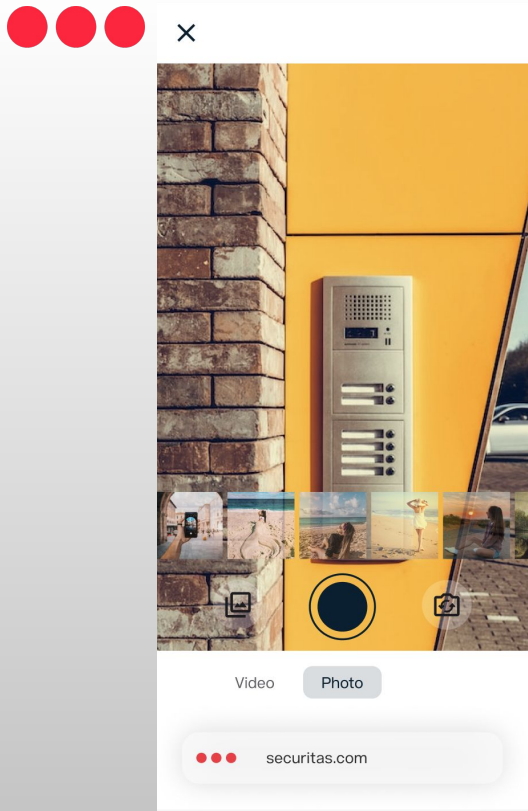


Project Solution





For the User



For the User



HQ | Stanley Security

securityhq.stanleysecuritysolutions.com/NorthAmerica/

Dashboard Locations Activity & Reports

HQ Portal/Service Ticket

Ticket #CSK0001234@11
Scheduled

Customer Name Danny Targareyan	Location Indianapolis, IN	System Defender 10 Cam
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Problem Description
The sound of an alarm can be an irritating and persistent disturbance that can cause a great deal of stress and discomfort, particularly if it goes off repeatedly; in this case, the alarm sound keeps coming every 2 hours, which can be extremely frustrating for anyone who is trying to concentrate, rest, or carry out their daily activities.
Even worse, after switching the alarm off, it does not switch off, which makes the situation even more challenging to deal with. The fact that the alarm sound continues to blare in spite of all efforts to silence it can be incredibly stressful, especially when it is happening in a public place like a store, where customers and employees alike are affected by the noise.

Problem Type Alarm Access	Requested On 02/12/2023 21:00 ET	Scheduled Date 03/21/2023 9:30 ET
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Phone Number
+1.XXX.XXX.XXXXX

Generate Chat Link Back

Request ID: CSK0011234

Problem Description
Alarm sound keeps coming every 2 hours. Even after switching it off, it does not switch off. It's been troubling since all day until we had to switch off the store electricity entirely.

Customer Name Danny Targareyan	Location Indianapolis, IN	System Defender 10 Cam
Problem Type Alarm Access	Requested On 02/12/2023 21:00 ET	Scheduled Date 03/21/2023 9:30 ET

Start Chat Back

Send Chat Link Now

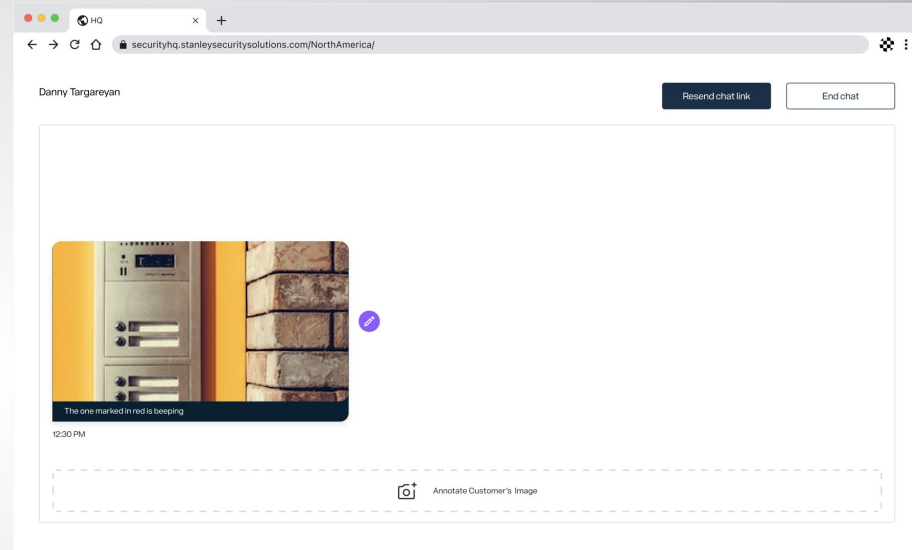
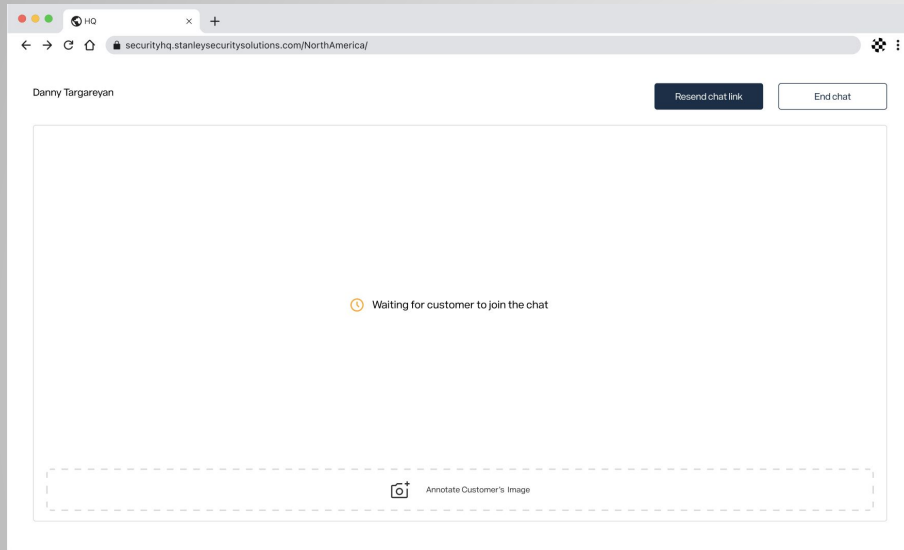
Please confirm if you want to send the temporary chat link to the customer.

Yes No

Generating Link

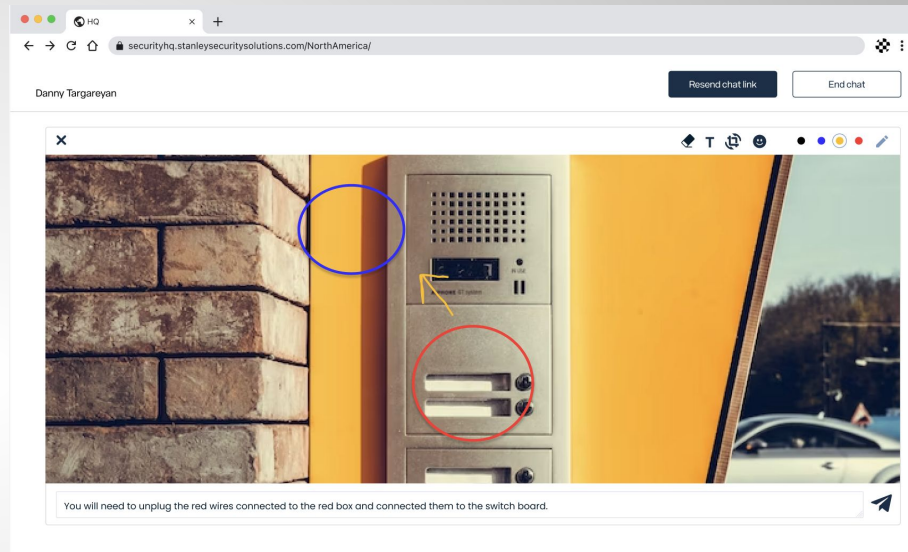
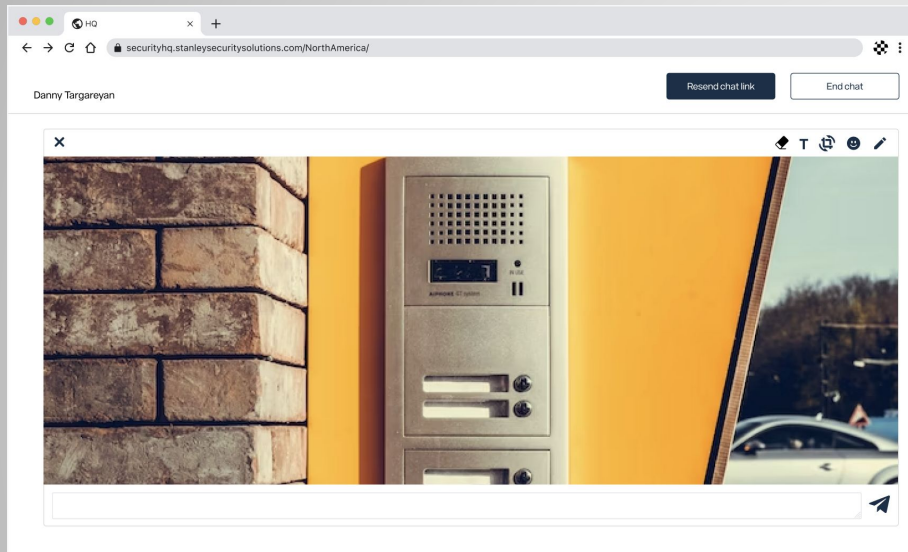
Sending Link to Customer

For the Agent



For the Agent

Team NMM/Securitas



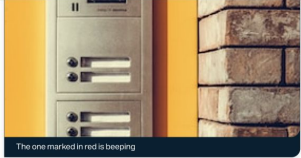
For the Agent

Team NMM/Securitas



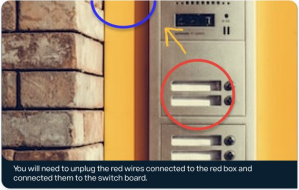
securityhq.stanleysecuritysolutions.com/NorthAmerica

Danny Targareyan Resend chat link End chat



The one marked in red is beeping

12:30 PM



You will need to unplug the red wires connected to the red box and connected them to the switch board.

12:35 PM

Annotate Customer's Image



Has the issue been resolved? ✕

Please confirm if the customer has indicated that issue is solved in order to end the chat

Yes No

For the Agent

Team NMM/Securitas



Usability Testing





Interface Evaluation

Due to no direct access to Securitas' customers,

- We leveraged their in-house UX designers, and experience manager.
- Conduct expert evaluations and a think-aloud cognitive walkthrough
- We conducted **2 Expert Evaluations** and **1 Think- aloud Cognitive Walkthrough**.



Interface Evaluation

Key Results



Vocabulary used is inconsistent with Agent's vocabulary.



Information hierarchy prioritizes redundant info in Ticket Information.



No button to end the conversation on the customer side.



AI recommendations for solving problems could increase Agent efficiency



Delivery receipts to show status could prevent confusion due to unsent messages.



Overall, interactions are **easy to understand**.



Future Steps

While this solution may act as a “**stepping stone**” towards the video customer service portal the following features can be tested to reduce time required per ticket, and increase productivity:



AI that uses Image and Speech recognition to recognize and get confirmation on the problem, and recommends possible solutions to the Agent.



Standalone Interface that does not require an active call to be in place. This allows multiple customers to speak with single Agent at the same time, increasing efficiency.



Incorporating ticket scheduling that allocates customers with time slots to speak with the Agent.



THANK YOU!

If you want to check out our poster, [please click here](#)